

I Claim:

1. An automotive lamp assembly comprising:
 - a. a reflector comprising a first reflective surface, a second reflective surface, and a non-reflective surface disposed between the first reflective surface and the second reflective surface;
 - b. a light source positioned to shine light on the reflector;
 - c. a light shield partially surrounding the light source;
 - d. a driver attached to the light shield and operable to move the light shield axially between a first position and a second position, such that when the light shield is in the first position light shines on the first reflective surface, and when the light shield is in the second position light shines on the first reflective surface and the second reflective surface.
2. The lamp assembly of claim 1, wherein the non-reflective surface is a matte surface.
3. The lamp assembly of claim 1 wherein the non-reflective surface is substantially parallel to the optical axis of the lamp assembly.
4. The lamp assembly of claim 1, wherein the light shield is substantially cylindrical.
5. The lamp assembly of claim 1, wherein the driver is comprised of a solenoid.
6. The lamp assembly of claim 1 further comprising a third reflective surface and a second non-reflective surface positioned between the second and third reflective surfaces.
7. The lamp assembly of claim 6 wherein the driver is further operable to move the light shield between a first position, a second position, and a third position.

8. The lamp assembly of claim 1 wherein light reflected from the first reflective surface forms a low beam or high beam and light reflected from the second reflective surface forms a plurality of points of light positioned around the low beam or the high beam.
9. An automotive lamp assembly comprising:
 - a. a reflector comprising a first reflective surface, a second reflective surface, and a non-reflective surface disposed between the first reflective surface and the second reflective surface;
 - b. a light source positioned to shine light on the reflector;
 - c. a light shield positioned partially forward of and partially surrounding the light source;
 - d. a driver, attached to the light shield and operable to move the light shield between a first position and a second position, such that when the light shield is in the first position light shines on the first reflective surface, and when the light shield is in the second position light shines on the first reflective surface and the second reflective surface.
10. The lamp assembly of claim 9, wherein the non-reflective surface is a matte surface.
11. The lamp assembly of claim 9 wherein the non-reflective surface is substantially parallel to the optical axis of the lamp assembly.
12. The lamp assembly of claim 9, wherein the light shield is substantially cylindrical and coaxial with the optical axis of the lamp assembly.
13. The lamp assembly of claim 9, wherein the driver is comprised of a solenoid.
14. The lamp assembly of claim 9 further comprising a third reflective surface and a second non-reflective surface positioned between the second and third reflective surfaces.

15. The lamp assembly of claim 14 wherein the driver is further operable to move the light shield between a first position, a second position, and a third position.
16. The lamp assembly of claim 9 wherein light reflected from the first reflective surface forms a low beam or high beam and light reflected from the second reflective surface forms a plurality of points of light positioned around the low beam or high beam.
17. A method of providing a plurality of distinct beam patterns in an automotive headlamp comprising the steps of:
 - a. providing a lamp assembly comprising a housing having a first reflective surface, a second reflective surface, and first non-reflective surface disposed between the first reflective surface and the second reflective surface, a light source positioned within the housing, and a light shield positioned partially forward of and partially surrounding the light source;
 - b. placing the light shield in a first position that substantially blocks light from striking the second reflective surface, but allows light to strike the first reflective surface, thereby providing a primary beam;
 - c. moving the light shield axially from the first position to a second position that allows light to strike both the first reflective surface and the second reflective surface, thereby providing a secondary beam.
18. An automotive lamp assembly having an optical axis, the lamp assembly comprising
 - a. a light source;
 - b. a first reflective surface arranged and disposed to reflect light from the light source for a low beam or high beam;

- c. a second reflective surface arranged and disposed to reflect light from the light source and provide a beam pattern that forms a plurality of points of light positioned about the optical axis.
- 19. The lamp assembly of claim 18 wherein the second reflective surface is a single integral reflective surface and a plurality of lenses are positioned in front of the single integral reflective surface to form the plurality of points of light.
- 20. The lamp assembly of claim 19 wherein the plurality of lenses are positioned upon a ring shaped retainer.
- 21. An automotive lamp assembly having an optical axis, the lamp assembly comprising
 - a. a light source;
 - b. a first reflective surface arranged and disposed to reflect light from the light source for a low beam or high beam;
 - c. a second reflective surface arranged and disposed to reflect light from the light source and provide a beam pattern that forms a ring shaped beam of light positioned around the optical axis.
- 22. The lamp assembly of claim 21 wherein the ring shaped beam of light is 360 degrees in circumference.
- 23. The lamp assembly of claim 21 wherein a ring shaped lens is positioned to receive light from the second reflective surface.